

Message Text

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PAGE 01 ROTTER 00028 161321Z

64

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 128976

R 161050Z JAN 76
FM AMCONSUL ROTTERDAM
TO USDOC WASHDC
SECSTATE WASHDC 1953
INFO AMEMBASSY BRUSSELS

UNCLAS ROTTERDAM 28

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJECT: "DO-IT-YOURSELF" CATALOG SHOW

REF: BRUSSELS 00146

1. AMONG CAMPAIGNS IN FY 1977 CCP FOR NETHERLANDS IS ONE FOR BUILDING AND CONSTRUCTION EQUIPMENT AND SUPPLIES (INCLUDING HARDWARE AND DO-IT-YOURSELF). IN LARGE PART DUE TO STRENGTH OF DEMAND FOR DO-IT-YOURSELF PRODUCTS, THIS CATEGORY GIVEN CAMPAIGN STATUS DESPITE DEPRESSED STATE LOCAL BUILDING INDUSTRY. WE WOULD LIKE TO CAPITALIZE ON INTEREST IN THESE PRODUCTS BY SPONSORING USDOC CATALOG SHOW. BEST LOCAL VENUE FOR SUCH A SHOW WOULD BE ANNUAL "KARWEI" EXHIBITION.

2. KARWEI 77 WILL BE HELD AT THE JAARBEURS, UTRECHT IN LATE JANUARY OR EARLY FEBRUARY 1977. KARWEI IS AN ANNUAL SIX DAY SHOW EXCLUSIVELY DEVOTED TO "DO-IT-YOURSELF" PRODUCTS. THE FIRST THREE DAYS OF KARWEI ARE RESERVED FOR THE TRADE: THE LAST THREE ARE OPEN TO THE GENERAL PUBLIC. KARWEI 75 WAS ATTENDED BY MORE THAN 100,000 VISITORS AND HAD 260 STANDS COVERING AN AREA OF MORE THAN 13,000 SQUARE METERS. A TOTAL OF 636 FIRMS WERE REPRESENTED FROM 23 COUNTRIES.

3. WE NOTE THAT KARWEI WILL BE HELD ONLY SIX OR SEVEN WEEKS AFTER HOBBY 76 IN BRUSSELS (REFTEL) AND WOULD RECOMMEND A DOUBLE DUTY USDOC CATALOG SHOW TO THE TWO COUNTRIES.

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PAGE 02 ROTTER 00028 161321Z

4. ESTIMATED COST FOR SPACE RENTAL, BOOTH MATERIALS AND CONSTRUC-

TION (BY CONTRACTOR), AND INCIDENTALS WOULD BE APPROXIMATELY
3,500 DOLLARS.

5. WE WILL VISIT KARWEI 76 WHICH BEGINS JANUARY 26. WILL SEND
CATALOG AND MORE INFORMATION THEN. HOPE IN MEANTIME USDOC CAN
PLAN INCLUDE CATALOG SHOW TO KARWEI IN ITS PLANS FOR FY77.
DEPARTMENT S COMMENTS WOULD BE APPRECIATED.
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